

DPA July

DPA 1772X-86

ROUTING AND TRANSMITTAL SLIP		Date
		20 OCT 1986
TO: (Name, office symbol, room number, building, Agency/Post)		Initials Date
1. DIRECTOR OF TRAINING AND EDUCATION		
2.		
3.		
4.		
5.		
Action	File	Note and Return
Approval	For Clearance	Per Conversation
As Requested	For Correction	Prepare Reply
Circulate XXXX	For Your Information	See Me
Comment	Investigate	Signature
Coordination	Justify	

REMARKS

REGISTRY
45-1

DO NOT use this form as a RECORD of approvals, concurrences, disposals, clearances, and similar actions

FROM: (Name, org. symbol, Agency/Post)	Room No.—Bldg.
	Phone No.

8041-102

* U.S.G.P.O.: 1983-421-529/320

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86-1718X



**VIDEO
PUBLISHING
HOUSE INC.**

Dear executive,

Your interest in excellence has prompted me to write you with an extraordinary offer on three videotape training programs that have a great deal to do with excellence.

The programs are called the Massey Triad, three 1-hour programs on the subject of values and the way the value system of each generation can be tapped to elicit cooperation instead of conflict.

It goes without saying that the search for excellence starts with the individual employee. If your people are like most of us, they are still making decisions based on their gut level value system, formed by the time they were 20 years old. In today's world, we need to make these decisions with an eye toward the future. Now more than ever, we have to work together. To achieve excellence, we have to understand not just our own generation, but all of the generations that make up our workforce. The new Massey Triad is a wakeup call — a call to action.

The Massey Triad is comprised of 3 programs:

WHAT YOU ARE IS WHERE YOU WERE WHEN
WHAT YOU ARE IS NOT WHAT YOU HAVE TO BE
WHAT YOU ARE IS WHERE YOU SEE

Together, they drive a values search of:

Where we've been
Where we are
And all of our possible futures.

The original Massey Tapes rocked the business world on their release in the 70's. Now they have been redesigned, redefined, and recreated for the 80's and beyond.

If you haven't had the pleasure of working with Dr. Massey's material in the past, I'd like to make it appealing for you to purchase them now for use in your existing training program.

We want you to reap the benefits of these tapes. Therefore, we are extending to you a limited introductory offer: \$1,120 for the entire package of three 60-minute programs, a savings of 25% off the retail price of \$1,495. They have been designed to be used together, but will work equally well as separate stand-alone programs.

I've enclosed a return card for an evaluation. I hope you use it and find the programs to be a valuable addition to your training library.

Best regards,

Von Polk
President/CEO
Video Publishing House

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